

FINOO

**Key Findings & Recommendations
for Marketing & Growth**

ROADMAP

Background & Introduction,
SWOT Analysis, & Overview
of Recommendations



Market to Universities



Approach B:
4-Year Universities



Market to Students



Approach A:
Community Colleges



Pitch to Universities

FINOO BACKGROUND

Value Proposition:

Finoo differentiates itself from other players in the market in three ways:

1. Lower transaction fees
2. One-time fee
3. Notification about best time to exchange currency

Stakeholders:

Brazilian international students; Universities

SCOPE AND DRIVING QUESTION

Scope

- Marketing strategy for increasing awareness of Finoo within the US international education market
- Go-to-market strategy identifying target colleges and universities to launch MVP within the US market

Driving Question

- How do we convince universities to offer Finoo as a payment option for their international students?

SWOT ANALYSIS

STRENGTHS

- Efficiency/Speed
- Lower transaction fee
- One-time fee
- Notification of low exchange rate

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WEAKNESSES

- Lack of notoriety with users
- New company = no tangible data yet
- No clear benefit to universities

W

- Use Finoo for more than tuition
- Larger international user pool

OPPORTUNITIES

O

- Lack of stability with universities
- Entrenched relationships between universities and current providers
- Entering industry with large competitors

THREATS

T

OUR RECOMMENDATIONS

for business development and marketing of Finoo



OVERVIEW OF RECOMMENDATIONS

Marketing

- ▶ Leverage social media to market to students
- ▶ Form relationships with high school counselors in Brazil
- ▶ Attend conferences to network with stakeholders

Business Development

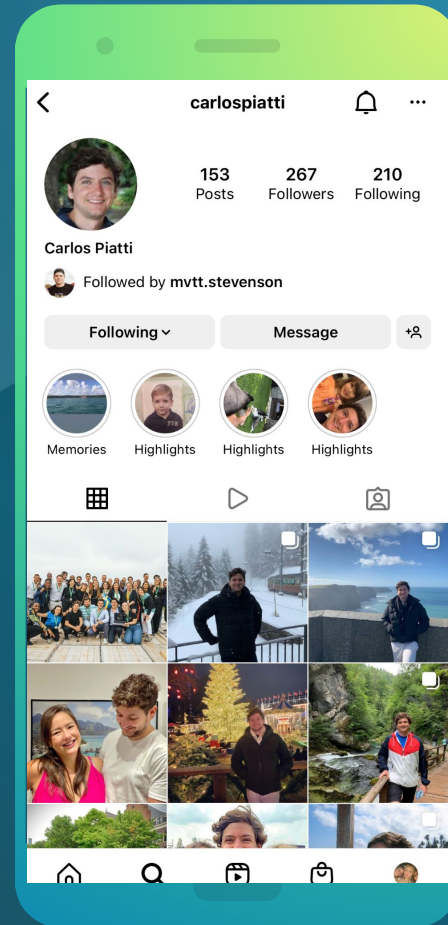
- ▶ Pitch to community colleges with guaranteed transfer programs in large attractive locations
- ▶ Seek out 4-year universities with desire to improve international student programs

MARKETING STRATEGY

Students & Universities

MARKETING TO STUDENTS

Approaches: Social media & college counselors

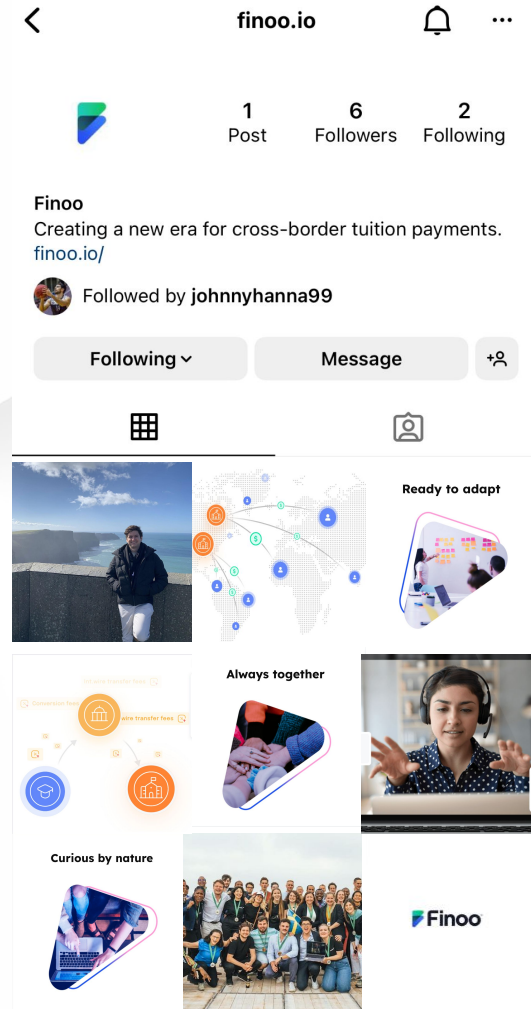


SOCIAL MEDIA STRATEGY

INSTAGRAM

Goal: student engagement

- ▶ Important tool to reach student population
- ▶ Regular posting schedule
- ▶ Starting point: personal story
- ▶ Tag partners for reposts to grow follower count



OUTREACH STRATEGY

COLLEGE COUNSELORS IN BRAZIL

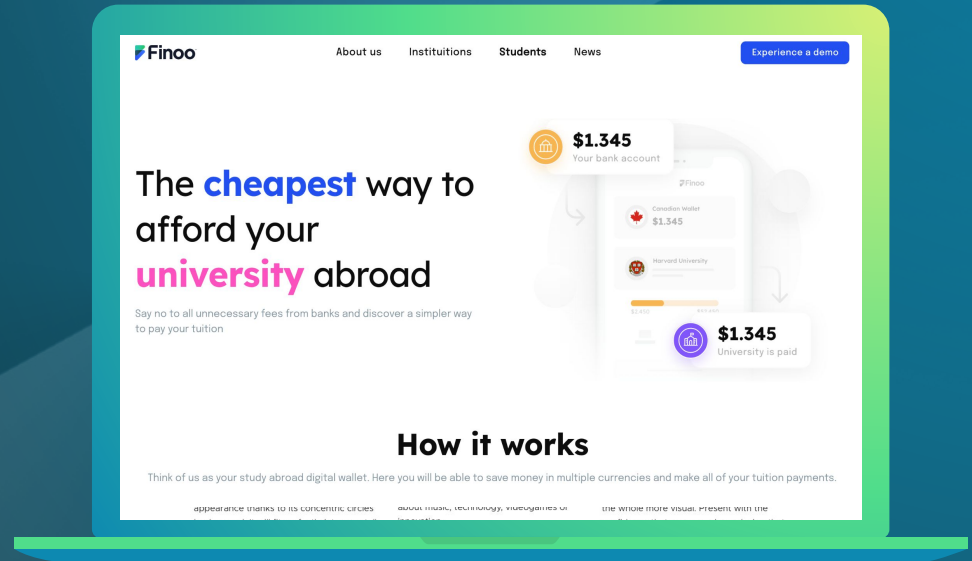
Goals: reaching high school students;
credibility; parent engagement

- ▶ Reach out to college counseling companies in Brazil
- ▶ Community college option
- ▶ External college counseling companies = reputable
- ▶ In-school college counselors = accessible to everyone



MARKETING TO UNIVERSITIES

Approaches: Find stakeholders through conferences



WHY AND HOW TO TARGET CONFERENCES?

WHY

- ▶ Gain **exposure** to university stakeholders & partners
- ▶ Networking!

HOW

- ▶ Sign up to attend!
- ▶ Contact conferences to see if there are marketing opportunities (e.g. a booth)

CONFERENCES & STAKEHOLDERS

AMERICAN INTERNATIONAL RECRUITMENT COUNCIL ANNUAL CONFERENCE

- ▶ December 7-10, 2022 in Los Angeles, CA
- ▶ Over 400 international education professionals meet to strengthen partnerships and expand their networks regarding standards-based international recruitment strategies

NAFSA 2023 ANNUAL CONFERENCE AND EXPO

- ▶ May 29-June 2, 2023 in Washington, DC
- ▶ The largest, most comprehensive gathering of international educators, business partners, and public officials in the world

2023 AIEA ANNUAL CONFERENCE

- ▶ February 19-22, 2023 in Washington, DC
- ▶ Only conference for those specifically leading international education at higher learning institutions

OUR SUGGESTED APPROACH TO TARGETING COLLEGES AND UNIVERSITIES

COMMUNITY COLLEGES

In locations with more established international student populations

→ Doorways to larger universities

FOUR-YEAR UNIVERSITIES

In locations with less established international student populations

→ Goal of attracting more international students

COMMUNITY COLLEGES

1

LARGE PUBLIC UNIVERSITY SYSTEMS PROVIDE GUARANTEED TRANSFER PATHWAYS FROM 2-YEAR COMMUNITY COLLEGES TO LARGER 4-YEAR UNIVERSITIES

Partner with the community colleges in the system

Community colleges are more likely to fit the demographic of the user Finoo is targeting



Leverage CC partnerships to partner with the larger 4-year institutions

1 By having established partnerships with the community colleges, the target schools that these students later transfer to would be more leveraged to add Finoo to their available services

Identify large college systems with strong transfer pathways

3 Systems with strong transfer pathways could be attractive for students looking to minimize the cost of their college education, which is the target user of Finoo

TARGET MARKETS

	Community Colleges	Public Universities	Program
California	116	146	<ul style="list-style-type: none">• Transfer Admission Guarantee (UC)• Degree with a Guarantee (CSU)
Florida	28	31	<ul style="list-style-type: none">• General Admission to Florida State Universities• 2+2 Program
Massachusetts	15	13	<ul style="list-style-type: none">• A2B Program
New York	35	75	<ul style="list-style-type: none">• 2+2 Program (SUNY)

PITCHING TO COMMUNITY COLLEGES SHOULD HIGHLIGHT FINOO'S LOWER COSTS TO STUDENTS

- ▶ Tuition is lower at community colleges
- ▶ Finoo's target user is students who want a cheaper way to study internationally
- ▶ Community colleges are more likely to recognize the benefit to their institution of offering Finoo based off of the lower transaction costs to students

PROS AND CONS OF TARGETING COMMUNITY COLLEGES

Pros

- + Natural synergies between community college offerings and Finoo's target user
- + Provide pathway to larger schools in large hubs for international students
- + Is in-line with Finoo's goal of providing international study opportunities to more students

Cons

- Less revenue in transaction fees due to lower cost of tuition
- The dream school for most international students is not a community college
- There is the possibility that the larger 4-yr schools with the guaranteed transfer pathways don't pick up Finoo

4-YEAR UNIVERSITIES

2

TARGET SCHOOLS WITHOUT LARGE INTERNATIONAL STUDY PROGRAMS

Schools with large international study programs are oversaturated with international demand; these big 4-year universities have no need for int'l students



Therefore, it is beneficial to exclude these schools in the pitching process and focus on schools trying to grow their programs.

SMALLER COLLEGES/UNIVERSITIES IN LOWER DEMAND LOCATIONS WANT MORE INTERNATIONAL STUDENTS

Larger International applicant pool

Improve International Program Reputation

Additional Revenue on campus and in local area

CRITERIA

< \$25k

Tuition should be relatively less expensive

Schools with lower tuitions are going to target a different group of int'l students; students who would use Finoo because of financial complications.

1%-8%

Pct of international students should be low

Schools should show a significant interest in international students, but shouldn't necessarily have a greatly established program so Finoo can fill their demand.

Midwest, South, Pacific NW

Locations should be more niche than prestigious campuses

Students wanting to go to school in CA, NY, etc face greater competition. Schools in less desirable parts of the country have a greater demand for int'l students, because they typically have fewer.

IDEAL 4-YEAR COLLEGES

Arkansas State

630 Int'l Students

Make up 4.6% of student
body

\$11k per year

Leah Lewert-Taylor:
Assistant Director

llewerttaylor@astate.edu

University of West Georgia

149 Int'l Students

Make up 1.1% of student
body

\$17k per year

Maria Rodriguez-Martinez:
Admissions Rep

mrodrigu@westga.edu

Eastern Michigan University

512 Int'l Students

Make up 2.7% of student
body

\$14k per year

Esther Gunel:
International Student
Services Director

egunel@emich.edu

PITCHING TO 4-YEAR COLLEGES SHOULD HIGHLIGHT THE VALUE OF INTERNATIONAL STUDENTS

- ▶ These target schools are not especially prestigious and would like to grow their programs; International students provide the opportunity to improve reputation
- ▶ More likely to agree to a deal with Finoo because they now have access to a pool of students which they didn't have access to prior.

PROS AND CONS OF TARGETING 4-YR UNIVERSITIES

Pros

- + These universities have a demand to recruit greater numbers of international students
- + Once 4-yr institutions start using Finoo, it is more likely others will be willing to do so as well
- + 4 years of student revenue vs. 2 years from a community college

Cons

- Not in attractive locations, could be a barrier that even lower fees can't overcome
- Lower tuition = lower transaction fees
- Harder to sell an additional service to 4-yr colleges that don't have a large number of Brazilian students